

ORDER

KSNV

Orders
Order / Rev: 105755
Alt Order #: 06844794
Product Desc: AM 4 PROSPERITY SEN
Estimate: 514
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/21/12 / 08/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: 1
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	39	\$35,550.00	\$30,217.50
08/27/12	08/28/12	13	\$11,525.00	\$9,796.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	\$35,550.00	\$30,217.50	0.00
September 2012	13	\$11,525.00	\$9,796.25	0.00
Totals	52	\$47,075.00	\$40,013.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$47,075.00
Market	100%	\$156,916.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$47,075.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,229.17
KTUD	0%	\$0.00
KVVU	15%	\$23,537.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/WaQM	6-7a		--WTF--	:30	3	\$1,000.001		0.00	NM	3	\$3,000.00
				M-F 6-7a WakeUp w/Wagners											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,000.00		0.00			
E 2	KSNV	08/22/12	08/23/12	Today Show Today Show	CM	658a-9am	--WT---	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WT---					2	\$1,500.00		0.00			
E 3	KSNV	08/22/12	08/23/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--WT---	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WT---					3	\$900.00		0.00			
E 4	KSNV	08/22/12	08/23/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WT---	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WT---					3	\$450.00		0.00			
E 5	KSNV	08/22/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,200.00		0.00			
E 6	KSNV	08/22/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$450.00		0.00			
E 7	KSNV	08/22/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,300.00		0.00			
E 8	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,100.00		0.00			
E 9	KSNV	08/22/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$750.00		0.00			
E 10	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$350.00		0.00			
E 11	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$625.00		0.00			
E 12	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					2	\$650.00		0.00			
E 13	KSNV	08/25/12	08/25/12		CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Wheel WKND Jeop/Wheel															
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					2	\$500.00		0.00			
E 15	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 16	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$625.00		0.00			
E 17	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
E 19	KSNV	08/26/12	08/26/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
News 3 in Prime															
NEWS AFT NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 20	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 21	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 22	KSNV	08/28/12	08/28/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----					1	\$1,000.00		0.00			
E 23	KSNV	08/27/12	08/27/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$1,500.00		0.00			
E 24	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd Hour	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$900.00		0.00			
E 25	KSNV	08/28/12	08/28/12	M-F Today Show III 4th Hour	CM	10am-11am	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Today 4th Hour															
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	-T-----					1	\$450.00		0.00			
E 26	KSNV	08/27/12	08/28/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	08/27/12	08/27/12		CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$1,200.00		0.00			
E 28	KSNV	08/27/12	08/28/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy/Wheel of Fortune											
JEP.WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$1,300.00		0.00			
E 29	KSNV	08/28/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$1,100.00		0.00			
E 30	KSNV	08/27/12	08/28/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$750.00		0.00			
E 31	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$3,000.00		0.00			
N 32	KSNV	08/28/12	08/28/12	The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				The Agenda 1230pm											
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$375.00		0.00			
													Totals	52	\$47,075.00